

Please amend the above-identified application as follows:

IN THE CLAIMS:

Please cancel claims 6, 9-18, and 32 through-39.

Please amend the following claims as indicated:

- Sub B1
- A1
1. (Amended) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:
 - (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
 - (b) assigning each client to a workstation of the module; and
 - (c) having the dental professional administer tooth whitening services to each client in each workstation of the module.
 2. (Amended) A method according to claim 1, further comprising evaluating clients prior to administering tooth whitening services.
 3. (Amended) A method according to claim 2, wherein clients are evaluated at a location physically removed from the workstations.
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- A2
5. (Amended) A method according to claim 4, wherein the step of evaluating comprises: comparing shades in a shade guide to the shade of the client's teeth, and choosing a desired shade as a goal for treatment.
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- A3
7. (Amended) A method according to claim 1, which further comprises priming the teeth of the clients prior to administering tooth whitening services.
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- A4
19. (Amended) A method according to claim 1, wherein tooth whitening services comprises substantially whitening cosmetically visible teeth of a client.
 20. (Amended) A method according to claim 19, wherein the teeth are substantially whitened in less than about two hours.

A⁴ 21. (Amended) A method according to claim 19, wherein the teeth are substantially whitened in less than about ninety minutes.

22. (Amended) A method according to claim 19, wherein the teeth are substantially whitened in less than about sixty minutes.

A⁵ 27. (Amended) A method according to claim 8, wherein the prewhitening dentifrice has organoleptic properties designed to be pleasing to a client.

28. (Amended) A method according to claim 40, wherein the whitening gel has organoleptic properties designed to be pleasing to a client.

29. (Amended) A method according to claim 47, wherein the isolation material has organoleptic properties designed to be pleasing to a client.

Please add the following claims:

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A⁶ 40. (New) A method of administering tooth whitening services, comprising the steps of:

- (a) applying a whitening gel to all cosmetically visible teeth of a client; and
- (b) applying light to all of said teeth of said client simultaneously for a fixed period of time.

41. (New) The method of claim 40, wherein steps (a) and (b) are repeated from about two to about five times.

42. (New) A method according to claim 41, wherein steps (a) and (b) are repeated three times.

43. (New) A method according to claim 40, wherein the period of time is about twenty minutes.

44. (New) A method according to claim 40, further comprising a step of isolating the teeth of the client from gingival tissue prior to the step of applying whitening gel.

45. (New) A method according to claim 40, further comprising a step of priming of the teeth of the client prior to the step of applying the whitening gel.

46. (New) A method according to claim 45, wherein priming comprises brushing the teeth of the client with a pre-whitening dentifrice.

47. (New) A method according to claim 44, wherein isolating the teeth of the client comprises applying a suitable isolation material.

48. (New) A method according to claims 40, wherein the whitening gel comprises from about 1% to about 15% hydrogen peroxide.

49. (New) A method according to claims 40, further comprising a step of comparing the shade of teeth to a desired shade on a shade guide.

50. (New) A method of providing tooth whitening services, comprising:

(a) establishing a network of satellite centers, associate centers, and master tooth whitening centers;

(b) establishing standards for a tooth whitening method;

(c) training dental professionals in the tooth whitening method employing said standards;

(d) providing uniform promotional material for the satellite centers, associate centers, and master tooth whitening centers regarding the tooth whitening methods;
and

(e) providing compositions and devices to the satellite centers, associate centers, and master tooth whitening centers practicing the tooth whitening method.

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51. (New) The method of claim 50, further comprising a callback service wherein a central telephone number or internet site is provided to furnish information to potential clients as to the location of satellite centers, associate centers, and master tooth whitening centers.

52. (New) The method of claim 51, wherein the callback service comprises a data processing means.

53. (New) A method of collecting and disseminating tooth whitening client information, comprising:

- (a) providing information about tooth whitening services to potential tooth whitening clients;
- (b) providing a means of receiving contacts initiated by potential clients; and
- (c) providing a means of informing said potential clients of locations where tooth whitening services can be obtained.

54. (New) The method of claim 53, wherein the means of receiving contacts initiated by potential clients and informing said potential clients of locations where tooth whitening services can be obtained is through a telephonic connection, a web site, email, or written correspondence.

55. (New) The method of claim 53, wherein locations where tooth whitening services can be obtained include offices of dental professionals.

56. (New) The method of claim 53, wherein locations where tooth whitening services can be obtained include locations that pay a fee for collecting and disseminating said tooth whitening client information.

57. (New) The method of claim 53, wherein the means of receiving contacts initiated by potential clients is a database.

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Sub B47

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101 Page 1
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